










TRANSAMERICA: SOCIAL PLATFORM POV

Still Have Questions?

If you still have questions regarding Transamerica's social use, contact one of our social media team members: socialmedia@transamerica.com

	Channel Name	Channel Description	Transamerica's POV	Advertising POV
	Facebook	A platform where users discover, engage, shop, and view content from friends, family, and brands.	Viewing this as a B2C channel first, Transamerica is very active on Facebook. It's a great place for brand content and agent/financial professional engagement.	Facebook's advertising costs are the lowest among its competitors. We use it often.
	LinkedIn	A platform where users build and engage their professional networks.	This is the leading B2B social channel, and Transamerica is very active on LinkedIn. It's the platform where the highest variety of our content is published.	Though costs are high, this is a very effective way we drive traffic to our websites.
	Instagram	A mobile platform where users can share videos and photos, in post form or through stories.	Viewing this as a B2C channel first, Transamerica is very active on Instagram. It's a highly popular and engaging platform for a variety of age groups.	Costs are relatively low and ads can be effective.
	Twitter	A platform housing breaking news in entertainment, sports, politics, and more.	Transamerica views Twitter as both B2B and B2C, using it to post a variety of content. The most common content, though, is news-driven.	Costs are high, and the ads platform is difficult to use. We use it sparingly.
	TikTok	TikTok is a video-sharing app that allows users to create and share 15-30 second videos on any topic. Mainly for younger audiences.	While mainly for entertainment, TikTok also allows ads and informational videos to be posted. Not an applicable platform for Transamerica.	We do not advertise here.
	Snapchat	A mobile-only platform where users engage with friends and explore news.	Snapchat is best used for brand awareness with younger demographics. As the audience doesn't fit our target, we do not use Snapchat.	We do not advertise here.
	Pinterest	A platform where users discover recipes, home ideas, style, and other ideas to try.	While health-related content sees success on Pinterest, it was found our audience only wants to discuss health costs with us. We do not use Pinterest.	We do not advertise here.
	Tumblr	Tumblr is no longer a popular platform.	Tumblr is a platform only applicable to very niche, hobby-driven brands. We do not use Tumblr.	We do not advertise here.
	WeChat	An multi-functional Chinese platform where users communicate, shop, and more.	This has potential to be a useful, industry differentiator, but it will require larger lift due to translation.	We do not/should not advertise here.